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From: SCARLSON--VCH0021A Date and time 13.09.93 13:08:10
 To: AANDRADE--VCH0021A Anthony Andrade MFIRESTO--VCH0021A Marc Firestone
 MWINOKUR--VUS0212A Matthew Winokur

From: Stig Carlson
 To : Tony Andrade
 Subject: Children's smokefree air conference
 See my profs note regarding this issue: I think Johan makes number of very important points.
 May I pose a first and important practical question: Who should take the lead in our planning? - You, Tony, someone else with ETS experience (and capacity) in Legal? - Our US ETS team?
 Most grateful for a speedy reply,
 thanks, Stig
 *** Forwarding note from JPUOTILA--VCH0021A 13.09.93 12:30 ***
 To: SCARLSON--VCH0021A Stig Carlson

From: Johan Puotila
 To : Stig
 Subject: Children's smokefree air conference

(, Stig,

the more I read the programme, the more I feel like we should give this event very serious consideration and carefully plan how to best tackle this. I think only one alternative is outruled: the industry/us watching this event as passive by-standers.

Hence, the idea of either us or perhaps the Norwegian NMA or Langaard submitting a statement to the conference/the media should carefully be looked into.

We could even consider a dual approach: a statement by the Norwegian NMA, and some PM/STA representatives participating. This I say well aware of the fact that participating in this would be no picknick and would require besides careful risk assesment, also extensive preparations.

The printed programme includes the following: "Plenary discussion chaired by journalist Lottelise Folge. A representative of the tobacco industry defies Blum's accusations. In addition a representative from NCU and the Nordic Health Ministers participate in the panel." So, the stage is set. If nobody is to participate from the industry and no public statement is made on where we stand and why we don't participate, this will be interpreted by the organisers - as well as by most of the media and others interested - as "pleading guilty". This also means that we can't comment on even the most arrogant lies presented during the debate. And there will be many (chocolate cigarettes to children in Poland etc....)

An open statement from the NMA (PM) to the conference could simply state why they decided not to participate in the programme, as well as make clear their viewpoint on issues like juvenile smoking and ETS. The letter could be either very reasonable and constructive or then somewhat provocative, due to the nature of the event.

There would be an obvious reason why not to participate: The event seems to have been set up as a trial where the verdict has been decided on in advance. The headline "The Tobacco Industry Is Guilty of Child Abuse" by Mr. Blum tells everything. The industry is open for a dialogue but sees little reason under the circumstances to participate in this event, where no dialogue is even planned for.

To avoid any misunderstandings, the NMA/PM thereafter wants to make the following points very clear:..... Distributing chocolate

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